

CDC's VERB Campaign

\$335 million appropriated over five years

According to its website, VERB “is a national, multicultural, social marketing campaign coordinated by the U.S. Department of Health and Human Services’ Centers for Disease Control and Prevention.” The campaign to change children’s health behaviors encourages youth ages 9-13 (so-called “tweens”), to be physically active on a daily basis.

PREVIOUS VERB FUNDING THROUGH L/HHS APPROPRIATIONS

FY01 - \$125 million
FY02 - \$68 million
FY03 - \$51 million
FY04 - \$32 million
FY05 - \$59 million
FY06 - \$11.2 million (reported)

**According to its website, VERB
aims to make “physical activity
cool and fun for tweens.”**

Source: <http://www.cdc.gov/youthcampaign/index.htm>

**The President’s Budget
has repeatedly called for
the termination of
VERB.**

VERB TAXPAYER FUNDED ACTIVITIES:

ViRTS: Tweens can create their own physical activity tracking log by creating a ViRT, “a virtual player that tweens energize by recording the time they spend being physically active”

Play Without Borders: “Students can check out popular games from around the world and discover new ways to play.”

VERB Magazine: Magazine encouraging physical activity.

Crossover: Kit for teachers to “encourage students to start inventing and playing amazing new games.”

Motto: “**VERB its what you do!**”



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